33rd ANNUAL AWARDS GALA

Phoenix RISING

AND STILL WE RISE

PRESENTING SPONSOR

Chick-fil-A
A letter from our
PRESIDENT & CEO

Veronica Maldonado-Torres
President & CEO
Georgia Hispanic Chamber of Commerce

Welcome to the 33rd Annual Georgia Hispanic Chamber of Commerce (GHCC) Awards Gala! I am honored to welcome you to tonight’s celebratory evening celebrating the resilience, strength, and impact that the Hispanic business community has had and all it has withstood during the last year. Hispanics now represent 1.1 million in population increasing by 32% from 2010. Last year the biggest increase of Hispanics was in the US South (26% compared to other markets at 18%, and 14%). We have become the fastest growing group of entrepreneurs in the U.S with 82% of all new companies in the U.S being Latino and Latinas are starting businesses at six time the national rate. We are literally RISING! Our population has more than doubled in metro Atlanta and our US-born Hispanics are driving these incredible growth numbers, contrary to belief. We are poised for greatness, we are building generational businesses, we are starting new ones, and reaching new heights in leadership, and yet we face some facts that startle me. Only 3% of Hispanic-owned business surpass $1Million in annual revenue across this nation. This number is not fitting for the promise we hold, and we know that barriers still exist to catalyzing this growth potential. The GHCC is working fervently to remove this percentage and serve as the domestic and international economic development arm for Hispanic businesses in the state. We are also extending our reach to serve as a vital bridge to all communities who want to live, work and play with us. There is work to be done and we are boldly charting that path today with your partnership. This year’s Gala theme is Phoenix Rising: And Still We Rise. Undoubtedly, our nation is undergoing a time of enormous change, and continued disruption. We’ve faced tremendous loss, asked the tough questions of why, and it is my belief that inherent in any crisis there is an opportunity to redefine and reimage who we are and who we hope to become.
Rising is a decision and a process. We must continuously decide to rise and learn how to start over again and do things better for our society and communities. Investing in our Hispanic business enterprises has never been more important for this country. The GHCC will continue to foster beneficial partnerships that create connection points with corporate, private sector, and governmental entities and among other businesses and communities.

Too surmise the last 6 months since my arrival, we’ve quickly reactivated our organization, understanding our businesses need connections, development, leadership, exposure and advocacy to build the pipeline for future opportunities. Small businesses have had to continue keeping the ember of hope ablaze and we have continued to responsibly provide those economic opportunities to foster new business and bring fresh insights so our members can continue to navigate the road ahead. Our activities are fostering economic activity, our inclusion groups are inspiring the next generation of Hispanic young professionals and entrepreneurs and cultivating the emergence and support system for Latinas who want to thrive through EME. Our Cultivating Hispanic Leadership institute is sharpening our leaders across sectors and industry to ensure we are equipped to lead at any time. Finally, our Hispanic Business Center is building the capacity and technical training needed to continue learning, growing, and scaling 100s of small Hispanic owned business in this year alone that provide countless new jobs for our communities.

As you can imagine, to accomplish this work, tremendous resources are needed, so tonight, we thank you for your support, for choosing to be here. A special thank you to our sponsors for making this work a reality. I would like to thank our incredible board of directors, our outstanding gala committee, chaired by Rodney Bullard, and a host of volunteers who selflessly donated their time to make this event such a success. Finally, nothing can be done without a team. Thank you to the GHCC staff who give there all to serve. A heartfelt congratulation to the winners, seeing you succeed is our greatest joy!

In closing, like the mythical Phoenix, we will rise from this time of disruption with renewed purpose, resilience, and strength and a conviction in knowing that the best is yet to come! And we have so much in store that is already unfolding to serve our businesses and leaders with vigor in the days ahead. We need each other, we need you to help fuel the future and reimagine the possibilities of what is next for our Hispanic business enterprises. Thank you for the honor of serving this great institution, together let’s commit to giving our all. I believe greatness is ahead, now let’s roll up our sleeves, and turn our words into action to build towards that tangible vision. Together We Truly Thrive!

In service,

Veronica Maldonado-Torres
A letter from our GALA CHAIR

Rodney Bullard
Vice President, Corporate Social Responsibility Chick-fil-A, Inc.
Executive Director, Chick-fil-A Foundation

It is my genuine pleasure to serve as the chair of the Georgia Hispanic Chamber of Commerce’s 33rd Annual Awards Gala. This year’s theme – “Phoenix Rising” – perfectly symbolizes how Hispanic businesses throughout Georgia have prevailed despite the recent challenges we’ve faced. They have demonstrated tremendous resiliency and leadership in these unprecedented times, and today we celebrate them and ensure they can continue to thrive and enjoy brighter.

With appreciation,
Rodney Bullard
33rd. Annual GHCC Awards Gala

Mr. Sergio Carlo
Actor, TV & Radio Host
Emcee

Welcome Remarks
Mr. Rodney Bullard
Phoenix Rising Gala Chair
Corporate Social Responsibility, Chick-fil-A
Executive Director, Chick-fil-A Foundation

Veronica Maldonado-Torres
President & CEO

Mr. Doug Shipman
Atlanta City Council President-Elect

Keynote
Mr. Mark Madrid
Associate Administrator, Office of Entrepreneurial Development
U.S Small Business Administration (SBA)

Awards Presentation
Trailblazing Executive of the Year - Bea Perez
Presidents Award - Georgia Chamber - Chris Clark
HYPE Leadership Award - Carolina Ramos
EME Leadership Award - Maria Alejandra Bastidas
Community Impact Award - Isabel Gonzalez-Whitaker, Sara J. Gonzalez Park
Small Business of the Year - Virguez Law - Luis Virguez
Mid-Size Business of the Year - La Cosecha Group
Large Hispanic Corporation of the Year - Ole Mexican Foods

Dinner
Remarks
Mr. Antonio Molina
GHCC BOD Chairman

Awards Presentation
Corporate Impact Initiative of the Year - Office Depot
Business Partner of the Year - Atlanta Gladiators
Women-Owned Business of the Year - Amigos Insurance- Marielba Ahmed
Phoenix Rising - La Bodega - Jeanette & Ken Katz
Emerging Start-Up - Buskeros
Rising Star – Movement Consulting - Dr. Nicole Cabrera
Ambassador of the Year - Alberto Sapoznik
Member of the Year – Chef Joel, Coco Cabana

Raffle Winner Announcements

Entertainment & Dancing
Brayan Caceres
DJ Fernando Fernandez
# Thank You to Our Sponsors

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*Georgia Hispanic Chamber of Commerce*

33rd Annual Awards Gala
33rd ANNUAL AWARDS GALA

AND STILL WE RISE

Raffle

Holiday Show Package - 3 shows, 2 tickets each.
Total of 6 tickets - valued at $230 each
- Courtesy of Aurora Theatre

2 tickets - Atlanta Hawks vs. Orlando Magic Tickets
lower level (Wed Dec 22, 2021 7:30pm)
- Courtesy of Atlanta Hawks

Mexican National Team jersey autographed by complete team
- Courtesy of Capital One

Two Roundtrip tickets - International Flight
- Courtesy of Delta Air Lines

1 Club Suite includes 16 tickets & 4 parking passes to the Atlanta Gladiator hockey game (your choice home game in Jan or Feb)
- Courtesy Atlanta Gladiators.

$75 FOR 1 TICKET
$100 FOR 2 TICKETS
Awards Recipients

Trailblazing Executive of the Year
Beatriz Pérez

Beatriz “Bea” Pérez is senior vice president and chief communications, sustainability and strategic partnerships officer for The Coca-Cola Company. Bea leads an integrated team across public affairs and communications, sustainability and marketing assets to support the company’s new growth model and path to become a total beverage company. In this role, Bea aligns a diverse portfolio of work against critical business objectives to support brands, communities, consumers and partners worldwide. She continues to oversee the company’s sports and entertainment assets, including iconic partnerships with Olympics, Special Olympics and FIFA. Bea will continue to lead strategic and operational efforts for the company’s Retail, Licensing and Attractions portfolio of assets.

President Award
Chris Clark
Georgia Chamber

A Georgia native, Chris Clark, has served as the President and CEO of the Georgia Chamber of Commerce since 2010. He received his bachelor’s degree from Georgia Southern University and his master’s degree from Georgia College and State University. Prior to joining the Georgia Chamber, Chris served as Commissioner of the Georgia Department of Natural Resources and as Deputy Commissioner for the Department of Economic Development among other positions.
To learn more, visit: https://www.gachamber.com/executive-leadership/

HYPE Leadership Award
Carolina Ramos

Carolina Ramos currently serves as the immigration constituent services representative to US Senator Jon Ossoff. She is the former Director of Constituent Services to Representative Lucy McBath. Prior to working for a representative McBath, Carolina worked for Senator Gillibrand and Stacey Abrams gubernatorial campaign. Carolina was raised in El Salvador and Alexandria, Virginia. She holds a bachelors degree in political science from Old Dominion University. She currently serves as a public policy chair for, HYPE (Hispanic young professionals and entrepreneurs).
EME Leadership Award
Maria Alejandra Bastidas

Maria Alejandra Bastidas is the VP of Digital Content at MundoHispanico.com, the #1 Independently Owned Spanish Language Digital Media Company in the US. As digital media expert, she has been the head of the newsroom as it transformed from Print to a Top Digital Media. She has more than 20 years of journalistic experience building top-performing teams producing news, digital, videos, live streaming and Native Campaigns for National, and local brands. Deeply involved in the Hispanic community, she is passionate and enthusiastic about the digital evolution for media, advertising and businesses.

Community Impact Award
Isabel Gonzalez- Whitaker
Sara J. Gonzalez Park

Isabel González Whitaker is a Senior Fellow at Encore.org, the leading think tank on co-generational community and policy development and she is also currently an advisor on executive media communications for the largest children’s healthcare charity in the world. She is the co-author of Latin Chic: Entertaining with Style and Sass (HarperCollins) and executive producer of documentary short “Women in Music: Inspiring a Generation” featuring former First Lady Michelle Obama. In 2019, she co-edited and contributed the essay “Finding La Reina in Queen Bey” to Queen Bey: A Celebration of the Power and Creativity of Beyoncé Knowles-Carter (St. Martin’s Press). Isabel was the Deputy Editor for Billboard and Features Editor at InStyle. Her cover stories and articles have been published in the New York Times, Time, Elle, Harper's Bazaar, and more. In 2018, Isabel González Whitaker was selected to be a Presidential Leadership Scholar by the offices of President Johnson, President Bush and President Clinton. As a Scholar, she debuted the first park in the State of Georgia to be named for a Latinx individual, the Sara J. Gonzalez Memorial Park, which President Clinton wrote “will have a lasting positive impact on the community [and] inspire all those who visit it in the years to come.” The award-winning Atlanta-based park is dedicated to diversity, inclusion, unity and equity and demonstrates these values through pan-generational, community-centric programming and design.

Small Business of the Year
Virguez Law

Virguez Law was founded by attorney Luis A. Virguez out of a desire to protect the rights of individuals and families in the Atlanta community. While we represent a diverse clientele, our mission is to serve the community in immigration, criminal and personal injury cases (accident) and personalized attention to each client. Our founder, Luis A. Virguez often contributes expert insights on the impact of legislation on local Atlanta media outlets such as Univision, Telemundo & Mundo Hispanico.
Mid-Size Business of the Year
La Cosecha Group

LC Food Distributor is a restaurant supplier and food products and food services distribution company, primarily focused in the distribution and of Tex-Mex and Mexican food supplies for restaurants located in the South-East region of the United States (Georgia, Alabama, Tennessee, South Carolina, and North Florida). We offer a wide variety of high quality products including food and non-food goods at a competitive price in the market. We are unbeatable when it comes to distribution for Tex-Mex restaurants; offering variety, quality, and reliability in incomparable products.

Large Hispanic Corporation of the Year
Ole Mexican Foods

Veronica Moreno, and her husband Eduardo, were among the first wave of Latino Immigrants who arrived in the fast-growing and prosperous Atlanta metropolitan area during the 1980’s. Natives of a small town in Mexico, they first lived in the Houston area for about seven years before relocating to Atlanta. Veronica began making and selling authentic tortillas in Atlanta, Georgia, in 1988. She used traditional ingredients and techniques passed down to her through generations from her native Mexico. Each night, she loaded the day’s output into the back of a family pickup truck and drove a 250-mile route, pinpointing supermarkets, and grocery stores where both Latinos and other customers savvy about Mexican cuisine tended to do their shopping. Eduardo Moreno oversaw Production. Great food has the power to draw people together in a way very few things can. As a company, Olé Mexican Foods has been driven by a passion for great food for generations. The company’s founder, Veronica, as well as her family and her staff, have never lost sight of the importance of creating great food that brings families together at the table.

Corporate Impact Initiative of the Year
Office Depot

The ODP Corporation (NASDAQ:ODP) is a leading provider of business services, products and digital workplace technology solutions to small, medium and enterprise businesses. ODP, operating through its direct and indirect subsidiaries, maintains a fully integrated B2B distribution platform of approximately 1,100 stores, online presence, and thousands of dedicated sales and technology service professionals, all supported by its world-class supply chain facilities and delivery operations. Through its banner brands Office Depot®, OfficeMax®, CompuCom® and Grand&Toy®, as well as others, the company offers its customers the tools and resources they need to focus on their passion of starting, growing and running their business.
The Atlanta Gladiators are a professional minor league ice hockey team based in Duluth, Georgia. The Gladiators play in the South Division of the ECHL’s Eastern Conference. They play their home games at Gas South Arena, approximately 22 miles northeast of Atlanta.

Our dedicated staff of insurance professionals is known for its friendly service and positive attitude. We offer the type of quality service you should expect from your neighborhood insurance agency. Take a moment to read more about our agency and our philosophy of great customer service. As an independent insurance agency, we specialize in providing individuals and businesses with the best insurance package. Our job is to build you a coverage portfolio from a wide range of risk protection options available.

La Bodega believes that healthy and locally sourced groceries should be accessible in every neighborhood across the city. By partnering with local sustainable farmers and up-and-coming chefs, it provides a community-supported farm to your table ecosystem. Whether you’re looking for fresh seasonal ingredients or Latin American inspired meals-to-go, La Bodega is ready to serve.

Owners Ken and Jeannette Katz were brought together by a passion for food and culture. In 2012, they opened Buenos Dias Cafe in downtown Atlanta. The pair was inspired by the flavors of San Francisco’s melting pot, the accessibility of New York City’s bodegas, the familiarity of small-town Italian shopkeepers and the island flavors found in Miami. Together the couple was determined to bring the culture of community and local food to Atlanta. Along with them, they bring over 40-years of dining and hospitality experience. Selecting their products with care from farmers and vendors with the neighborhood in mind.
Movement Consulting was founded by Dra. Nicole Cabrera Salazar after receiving her PhD in astronomy. Like many marginalized scientists, Dra. Nicole left her field due to a toxic work environment. Determined to make sure others never had to follow in her footsteps, she started a company to improve scientific workplaces for people from minoritized groups. We believe the world of science can be better – not in six months or ten years, but now. A world where marginalized people can thrive. A world that values scientists as whole human beings. A world where many worlds fit.

Ambassador of the Year
Alberto Sapoznik

Veteran Realtor, Alberto (Al) Sapoznik started 1st Global Realty, Inc. in 2009 after spending over 24 years working as a real estate Broker. Al wanted to dedicate his time and skills to providing a specialized client approach to the Commercial Real Estate Tenant Representation brokerage process. Al brings a dedicated and aggressive approach to helping his clients. A Cuban-born, bilingual Broker, he serves key positions on many community organizations including being a Committee chair at the Atlanta Commercial Board of Realtors and as an Ambassador for the Georgia Hispanic Chamber of Commerce. Today, Al is a business space specialist who takes pride in working hard to advocate for business professionals, in their quest for Office or Warehouse space.

Member of the Year
Chef Joel, Coco Cabana

Joel is originally from Cuba and has 20 years of experience creating executive meals in the finest restaurants and hotels in Cuba. He is a classically trained Chef with more than 30 years total of experience showcasing his Cuban background, innovative authentic recipes, and winning personality to entertain and delight all of his guests. It is all about food, creativity, experience, and passion. He creates authentic Cuban food and more based upon the style of the event.
WHY JOIN THE CHAMBER?
let us help your business!

MEMBERS GET MORE!

- **VISIBILITY**
  STAND OUT and get notice as an active member of your community!

- **NETWORK**
  It’s NOT just who you know, it’s who others know! Networking is Powerful!

- **GROWTH**
  Quality training and educational programs
  Economic growth with business accelerator series and access to capital

- **DISCOUNTS**
  Member to member Discounts increase your buying power! Businesses can offer a discount for products and services

- **VOICE**
  We advocate on your behalf!
  Gain a say in what happens through our chamber’s advocacy efforts

- **CREDIBILITY**
  Your reputation matters!
  Chamber membership is respected by the community

To learn more about Georgia Hispanic Chamber of Commerce membership visit https://ghcc.org/about-ghcc/ or Call 404.929.9998

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@Georgia Hispanic Chamber of Commerce
empowering latin@sa
to be their best

CREAR
GEORGIA HISPANIC
CHAMBER OF COMMERCE

https://crearghcc.org/
Hype is a division of the Georgia Hispanic Chamber of Commerce.

Dedicated to be the main resource of Georgia’s future leaders.

Pursue your purpose & impact your community.

Network with next generation leaders and connect with like-minded young professionals & entrepreneurs from the metro Atlanta area & surrounding counties.

Get to know us and let’s #growconnected.
Hispanic Small Business Relief Initiative

WE NEED YOUR HELP!

Your giving will help us provide financial assistance and support to Hispanic small businesses in Georgia, by providing grants, tools, and resources to help during the COVID-19 crisis.

DONATE NOW

For more information, visit: www.hispanicbusinesscenter.org/donate
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RISING

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#GHCCGala2021  #PhoenixRising

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